

Bidco Oil Refineries Ltd in Packaged Food (Kenya)

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Abstracts

Bidco Oil Refineries' strategic drive is focused on retaining its position as East and Central Africa's leading manufacturer and marketer of edible oil and fats, and laundry and bath soaps. The company aims to increase its presence by widening its distribution network. Bidco invests in marketing and advertising in order to increase consumer awareness of its products and brands and build consumer trust.

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